

V. CLAIMS**Fuzzy Now**

1. Apparatus for selecting real-time events for presentation to a user, the apparatus comprising
 2. • at least one user interface mechanism adapted to interact with the user; and
 3. • a processing device adapted to perform the following operations:
 4. • choosing at least one real-time event based upon at least one criterion, the criterion being modified in a time-varying fashion that takes into account a fuzzy-now; and
 5. • presenting the at least one real-time event to the user at the user interface mechanism.
6. 2. The apparatus of claim 1, wherein a determination of the criterion includes multiplying a recommendation by a fuzzy-now weighting function.
7. 3. The apparatus of claim 2, wherein the recommendation is a function of a user profile.
8. 4. The apparatus of claim 2, wherein the recommendation is a function of a user-selected category.
9. 5. The apparatus of claim 2, wherein the fuzzy-now weighting function is a function of the current time and at least two of: start time of the show, end time of the show, and duration of the show.

- 1 6. The apparatus of claim 1, wherein the criterion is a function of
2 • a minimum recommendation value for a show,
3 • a maximum recommendation value of the show,
4 • a current time,
5 • a start time of the show, and
6 • an end time of the show or a duration of the show.

7. The apparatus of claim 1, wherein the apparatus is a remote and the processing device is internal to the remote.

8. The apparatus of claim 1, wherein the real-time event comprises broadcast or transmitted content.

9. The apparatus of claim 1, wherein the real-time event is located at an assembly location external to a present locus of user activity.

10. The apparatus of claim 1, wherein presenting occurs via a surf ring in which only recommended real-time events are assigned to the surf ring.

11. The apparatus of claim 1, wherein presenting occurs via a graphical user interface including an EPG.

- 1 12. A remote control device for use with a consumer electronics device, comprising
- 2 • a display adapted to provide user interface elements to the user;
- 3 • a communication outlet adapted to communicate with the consumer electronics device; and
- 4 • a processor adapted to
- 5 • determine information regarding data content available to be experienced using the
- 6 consumer electronics device; and
- 7 • cause the display to communicate the information to the user.

13. The remote control device of claim 12 wherein the information is a recommendation of content to be experienced by the user.

14. The remote control device of claim 13, wherein the content is a television show and the consumer electronics device is a television.

15. The remote control device of claim 13, wherein the content is a real-time Internet event and the consumer electronics device is an Internet browsing device.

16. The remote control device of claim 12, wherein the information comprises an electronic program guide.

17. The remote control device of claim 13, wherein the information comprises a list of

recommendations of content to be experienced.

1 18. A content experiencing apparatus comprising:

- 2 • at least one user interface mechanism adapted to perform the following operations:
- 3 • provide the content to the user; and
- 4 • receive input from the user;
- 5 • a communication facility adapted to receive the content from an external provider;
- 6 • a tuning facility for selecting the content to be received via the communication facility; and
- 7 • a processor adapted to perform the following operations
- 8 • calculating at least one recommended piece of content from amongst a plurality of
- 9 available pieces of content; and
- 10 • in response to a user input that does not contain either a specific tuning specification or a
- 11 request for recommendation, automatically tuning the tuning facility to receive the
- 12 recommended piece of content.

1 19. The apparatus of claim 18, wherein

- 2 • the apparatus is a TV;
- 3 • the communication facility comprises at least one of an antenna or a cable connection; and
- 4 • the user interface mechanism comprises a television screen.

20. The apparatus of claim 19, wherein the user input is a channel up button actuation, but the

- automatic tuning does not go to the next channel up in sequence from a current channel.
21. The apparatus of claim 19, wherein the user input is a channel down button actuation, but the automatic tuning does not go to the next channel down in sequence from a current channel .
22. The apparatus of claim 19, wherein the user input is a power on actuation and the automatic tuning does goes neither to a last channel previously viewed nor to a default channel.